

REMARKS

This a full and complete response to the Notice of Non-Compliant Amendment, mailed June 6, 2007. The Notice of Non-Compliant Amendment states that the Amendment and Response filed December 6, 2006 did not include a complete listing of the claims. This Response submits a complete listing of all pending claims, as amended in the December 6, 2006 Amendment and Response.

On December 6, 2006, Assignee's Attorney filed an Amendment and Response to Non-Final Office Action by facsimile transmission. Only upon receipt of the Non-Compliant Amendment mailed June 6, 2007, and further review of Attorney's record did the Assignee's Attorney determine that pages 9 and 10 of the December 6, 2006 Amendment and Response were not successfully transmitted to the U.S. Patent and Trademark Office during the facsimile transmission. A copy of the Amendment and Response, as faxed on December 6, 2006, and the U.S. Patent and Trademark Office confirmation of the facsimile filing are attached hereto. The attached includes a complete listing of claims, but the confirmation shows that two of the pages in the December 6, 2006 Amendment and Response were not received by the U.S. Patent & Trademark Office. The Undersigned thanks the Examiner for determining that pages 9 and 10 were missing from the Amendment and Response received by the U.S. Patent & Trademark Office on December 6, 2006. Assignee's Attorney submits that the unsuccessful transmission of pages 9 and 10 of the December 6, 2006 Amendment and Response to the U.S. Patent & Trademark Office was inadvertent and unintentional. The Assignee's Attorney respectfully requests that the Examiner enter the complete listing of claims included with the present response.

Furthermore, the Assignee's Attorney notes that the header for pages 2-28 of the December 6, 2006 Amendment and Response incorrectly identifies the serial number and filing date of this application. The header should state "Serial No. 09/992,809" and "Filing Date: November 19, 2001." Assignee's Attorney submits that the incorrect identification was inadvertent and unintentional.

CONCLUSION

Claims 1-53 are pending in the application. Claims 1-53 are believed to now be in condition for allowance. The Examiner is invited and encouraged to contact the undersigned attorney of record at (404) 745-2520 if such contact will facilitate a Notice of Allowance for claims 1-53. If any additional fees are due, the Commissioner is hereby authorized to charge any deficiency, or credit any overpayment, to Deposit Account No. 11-0855.

Respectfully submitted,

/JASON D. GARDNER 58180/

Jason D. Gardner
Reg. No. 58180
Attorney for the Assignee

DATE: July 3, 2007

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December 6, 2006

FAX

RECIPIENT/ PHONE NO.	FAX NO.	COMPANY/ CITY, STATE, COUNTRY
Centralized Fax Dept. Group Art Unit: 2161 Examiner Robinson, G. L.	571-273-8300	United States Patent & Trademark Office

Jason D. Gardner

31

FROM

PAGES (WITH COVER)

3132

E0019/261139

REFERENCE NO.

CLIENT/MATTER NO.

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COMMENTS

Applicant: Mulhern, et al.
Title: System and Method for Managing and Updating
Information Relating to Economic Entities
Serial No./Docket No.: 09/992,809 E0019/261139
Filed: November 19, 2001

PAPERS SUBMITTED:

1. PTO/SB/21 - Transmittal
2. Amendment/Response
3. Replacement Drawing

Date: December 6, 2006
By: Jason D. Gardner, Reg. No. 59,190

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PAGE 1/29 * RCVD AT 12/6/2006 11:41:38 AM [Eastern Standard Time] * BY:USPTO-EFXRF-1/12 * DNIS:2738300 * CUID:+4048156118 * DURATION (mm:ss):06:06

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December 6, 2006

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3. Replacement Drawing

Date: December 6, 2006

By: Jason D. Gardner, Reg. No. 58,180

Mulhern, et al.

System and Method for Managing and Updating
Information Relating to Economic Entities

09/992,809

E0019/261139

November 19, 2001

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Date: December 6, 2006

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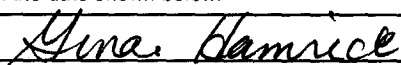
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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application Number	09/992,809
		Filing Date	November 19, 2001
		First Named Inventor	Mulhern
		Art Unit	2161
		Examiner Name	Robinson, G. L.
Total Number of Pages in This Submission	30	Attorney Docket Number	E0019/261139

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input checked="" type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
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Firm	Kilpatrick Stockton LLP		
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Date	December 6, 2006	Reg. No.	58,180

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF:	Mulhern, et al.)	
)	
SERIAL NO.:	09/992,809)	ART UNIT: 2161
)	
FILED:	November 19, 2001)	EXAMINER: Robinson, G. L.
)	
FOR:	System and Method for)	
	Managing and Updating)	
	Information Relating to)	
	Economic Entities)	

Attorney Docket No.: E0019/261139

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Commissioner for Patents
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Date: December 6, 2006

AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

Madam:

In response to the non-final Office Action mailed on September 6, 2006, Assignee submits the enclosed amendments and remarks for entry and consideration.

Amendments to the Drawings begin on page 2 of this paper.

Amendments to the Specification begin on page 3 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 7 of this paper.

Remarks begin on page 17 of this paper.

Conclusion begins on page 28 of this paper.

AMENDMENTS TO THE DRAWINGS

The attached replacement sheet, labeled "Replacement Sheet," includes changes to the previously presented Figure 4. This replacement sheet replaces the previously presented drawing sheet including Figure 4. In the Replacement Sheet, "Figure 4a" and "Figure 4b" have been added to identify the views illustrated. "Figure 4" has been deleted. No new matter has been added by the present amendment to the drawings.

AMENDMENTS TO THE SPECIFICATION

Please amend the specification as indicated below.

1. Replace the paragraph beginning on pg. 2, line 26 and ending on page 3, line 3 with the following:

An information supplier such as Acxiom Corporation ("Acxiom") attempts to meet the challenges in the digital age ~~buy~~ by using a plurality of persistent keys that link the record entries of information buyers with the record entries in its central database. U.S. Pat. No. 6,073,140 assigned to Acxiom, which patent is incorporated herein by this reference, discloses an open system in which an information buyer's databases are updated using a plurality of persistent keys and version numbers. A version number associated with a persistent key is updated each time the content in Acxiom's central database associated with the persistent key is updated. An information buyer's database becomes updated when the buyer's version number differs from the version number in Acxiom's central database with respect to the same persistent key.

2. Replace the paragraph beginning on page 5, line 4 and ending on page 5, line 5 with the following:

FIG. 4a is an exemplary embodiment of a transfer of information relating to a consumer referenced by a UCID and the corresponding UUID.

3. Add the following paragraph after the paragraph ending on page 5, line 5:

FIG. 4b is an exemplary embodiment of a data file associated with a set of attributes.

4. Replace the paragraph beginning on page 7, line 4 and ending on page 7, line 15 with the following:

The supplier 102 can assign a different set of UCID's per information buyer. A set of UCID's used for a CF belonging to the buyer 108A is, therefore, preferably different from a set of UCID's used for a CF ~~belong~~ belonging to the buyer 108B. The use of different sets of UCID's per information buyer provides capability to protect proprietary information belonging to each information buyer. The use of different sets of UCID's also provides capability to avoid unintended dilution or expansion of information contained in a CF of a particular information buyer. Furthermore, using different sets of UCID's for different customers ~~avoid~~ avoids the security issues and other numerous problems associated with the previously discussed persistent key approach where different buyers are using the same key to access the same record entry. For example, the supplier can change periodically a set of UCID's belonging to an information buyer, thereby providing an increased security for information contained in the buyer's CF.

5. Replace the paragraph beginning on page 10, line 11 and ending on page 10, line 22 with the following:

Referring to FIG. 4a, a transfer of information relating to a consumer referenced by a UCID and the corresponding UUID are described. A UUID 404 references a record entry 420 containing information relating to an entity 402. In general the record entry 420 includes a plurality of data files, commonly designated as 406. When the entity 402 generates events, such as changing her residency and disconnecting her telephone number and utilities, an information supplier receives new raw data regarding the entity 402. The supplier has the ability to process the raw data and recognize, for example, the data file 406a containing the address for the person 402 needs to be updated. When the buyer 410a transfers the UCID 412, the supplier finds the corresponding UUID 404 using the conversion table 440. The supplier can also initiate transfer of information regarding the entity 402 when certain information regarded by the buyer 410a to be time-critical becomes updated.

6. Replace the paragraph beginning on page 10, line 23 and ending on page 11, line 5 with the following:

As illustrated in FIG. 4b, The the data file 406a is associated with a set of attributes commonly designated as 408. For example, an attribute 408a specifies whether the data file 406a is regulated or non-regulated. Another attribute 408x specifies the time critical level of the data file 406a for different information buyers. Depending on the attributes associated with the data file 406a, the supplier can transfer in near real-time the updated content of the data file 406a to an information buyer. For example as shown in FIG. 4a,

the content of the data file 406a is non-regulated and time critical to buyer 410a. The supplier can use the UUID 404 and the conversion table 440 to find the corresponding UCID 412. The supplier then can deliver the content of the data file 406a to update the corresponding data file 414a contained in the record entry 430 referenced by UCID 412. The supplier can provide new time-critical information to the buyer 410a via any real-time methods of communications, including the Internet and wireless communications. Those skilled in the art will understand that a supplier's computer can also overwrite the content of the data file 406a into the data file 414a associated in a buyer's computer using a standard protocol such as Extensible Markup Language ("XML").

AMENDMENTS TO THE CLAIMS

A single version of all claims that are, or were, in the application, marked up to show all the changes relative to the previous version of the claims, is now set forth, with deleted text shown by ~~striketrough~~ and added text shown by underlining:

1. (Currently Amended) A method for updating a customer file having a plurality of record entries, comprising:
 - receiving raw data corresponding to at least one event generating entity;
 - processing the raw data and generating at least one processed record entry;
 - storing a plurality of processed record entries in a universe database, each record entry being associated with a unique universe identifier ("UUID");
 - accessing content of a customer file;
 - comparing the content of a customer file with the content of the universe database;
 - generating a matched customer file and a non-matched customer file;
 - assigning a unique customer number ("UCID") for each record entry contained in the matched customer file and the non-matched customer file, wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer;
 - associating each UCID with a corresponding UUID via a conversion table;
 - and
 - updating a portion of at least one record entry in the matched customer file with information contained in the processed record entry associated with the UUID corresponding to the UCID associated with the at least one record entry.
2. (Previously Presented) The method of Claim 1, wherein each UUID is stable; and each UCID is stable, and the raw data is subject to change.

3. (Original) The method of Claim 1, wherein a UCID is assigned to every record entry contained in the customer file regardless of whether a record entry corresponds to an existing economic entity.

4. (Original) The method of Claim 1, wherein the action of comparing the content of the customer file with the content of the universe database comprises organizing the record entries in the customer file per person.

5. (Original) The method of Claim 1, wherein the action of comparing the content of the customer file with the content of the universe database comprises using public domain identity data common to the customer file and the universe database.

6. (Original) The method of Claim 1, wherein the action of associating each UCID with a corresponding UUID comprises:

generating a conversion table providing a mapping between the UCID's with a set of the UUID's contained in the universe database.

7. (Original) The method of Claim 1, wherein the action of updating a portion of at least one record entry is accomplished using a batch mode.

8. (Previously Presented) The method of Claim 1, wherein the action of updating at least a portion of at least one record entry is accomplished via the Internet.

9. (Currently Amended) A method for updating a customer file having a plurality of customer record entries, each customer record entry being associated with a unique customer identifier (UCID), comprising:

transferring a UCID contained in the customer file;

associating via a conversion table the transferred UCID with a corresponding unique universe identifier (UUID) referencing one record entry contained in an information supplier's database, wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained~~ ~~without disclosure~~ to the customer; and

updating a portion of the customer record entry associated with the transferred UCID with information contained in the record entry referenced by the corresponding UUID.

10. (Original) The method of Claim 9, wherein the record entry contains information relating to events generated by an economic entity;

each UCID is stable over a period of time; and

each UUID is stable over another period of time.

11. (Original) The method of Claim 9, wherein the action of associating the transferred UCID with the corresponding UUID comprises referencing a conversion table providing a mapping between a plurality of UCID's and a plurality of UUID's.

12. (Original) The method of Claim 9, wherein the action of updating a portion of the customer record entry associated with the transferred UCID comprises a batch processing mode.

13. (Original) The method of Claim 9, wherein the action of transferring a UCID comprises a transfer of data via the Internet.

14. (Original) The method of Claim 9, wherein the action of transferring a UCID comprises a transfer of data via a wireless communication link.

15. (Original) The method of Claim 9, wherein the action of updating a portion of the customer record entry associated with the transferred UCID comprises a transfer of data via the Internet.

16. (Original) The method of Claim 9, wherein the action of updating a portion of the customer record entry associated with the transferred UCID comprises a transfer of data via a wireless communication link.

17. (Original) The method of Claim 9, comprising:
updating the transferred UCID with a new UCID;
associating the new UCID with a UUID; and
generating a conversion table providing a mapping between the new UCID and the UUID associated with the new UCID.

18. (Currently Amended) A method for updating a customer file having a plurality of customer record entries, each customer record entry being associated with a unique customer identifier (UCID), comprising:

transferring a UCID to an information supplier, the supplier having a universe database containing record entries, each of said record entry being associated with a unique universe identifier ("UUID") via a conversion table, wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer;

associating the transferred UCID with a corresponding UUID; and

updating a portion of the customer record entry associated with the transferred UCID with information contained in the record entry being associated with the corresponding UUID.

19. (Original) The method of Claim 18, wherein each of the record entries comprises processed information from raw data corresponding to events generated by an economic entity.

20. (Original) The method of Claim 18, wherein the action of transferring a UCID is accomplished via the Internet.

21. (Original) The method of Claim 18, wherein the action of transferring a UCID is accomplished via a wireless communication link.

22. (Original) The method of Claim 18, wherein the action of transferring a UCID is accomplished via a wired communication link.

23. (Original) The method of Claim 18, wherein the action of updating a portion of the customer entry associated with the transferred UCID comprises a batch processing.

24. (Original) The method of Claim 18, wherein the action of updating a portion of the customer entry associated with the transferred UCID comprises a transfer of data via a wired communication link.

25. (Original) The method of Claim 18, wherein the action of updating a portion of the customer entry associated with the transferred UCID comprises a transfer of data via a wireless communication link.

26. (Original) The method of Claim 18, wherein each UCID is stable over a period time and each UUID is stable over another period of time.

27. (Original) The method of Claim 18, comprising:
changing the transferred UCID to a new UCID,
associating the new UCID with a UUID; and
generating a conversion table providing a mapping between the new UCID and the UUID associated with the new UCID.

28. (Currently Amended) A computerized processing system for updating a plurality of customer files, each of said customer files belonging to an information buyer, comprising:

a universe database containing record entries, each record entry being associated with a unique universe identifier ("UUID");

a means for assigning a set of unique customer identifiers ("UCID") for each of the customer files;

a conversion table providing a mapping between a set of the UUID's and each set of the UCID's assigned to each of the plurality of customer files, wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer and the UUIDs are not distributed ~~maintained without disclosure~~ to the customer; and

updating a portion of at least one customer file using at least one UCID in the set of the UCID's corresponding to the least one customer file and a portion of the conversion table.

29. (Original) The system of Claim 28, wherein each set of the UCID's is different from another set of the UCID's.

30. (Original) The system of Claim 28, wherein the conversion table comprises a plurality of customer conversion tables, each customer conversion table corresponding to one of the plurality of customer files and providing a mapping between a set of UUID's and the set of UCID's assigned for the corresponding customer file.

31. (Original) The system of Claim 28, wherein the record entries contained in the universe database correspond to economic entities;

each UUID is stable over a period of time; and

each UCID is stable over another period of time.

32. (Original) The system of Claim 28, wherein at least one set of UCID's is changed to a new set of UCID's, each UCID in the new set being associated with a UUID; and a conversion table provides a mapping between the new set of UCID's and a set of the UUID's.

33. (Currently Amended) A system for updating a customer database containing a plurality of customer record entries, each customer record entry being associated with a unique customer identifier ("UCID"), comprising:

a universe database containing record entries, each record entry being associated with a unique universe identifier ("UUID");

a conversion table providing a mapping between the UUID's and UCID's, wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer and the UUIDs are not distributed ~~maintained without disclosure~~ to the customer; and

updating a portion of the customer database with information contained in the universe database using the UUID's, the conversion table and the UCID's.

34. (Original) The system of Claim 33, wherein the UUID's are stable over a period of time and the UCID's are stable over another period of time.

35. (Original) The system of Claim 33, wherein the UCID's are updated with a new UCID's and a new conversion table provides a mapping between the UUID's and UCID's.

36. (Currently Amended) A method for managing information relating to event generating entities, comprising:

receiving raw data generated by the entities;
processing the raw data and generating processed record entries, each record entry being associated with a unique universe identifier ("UUID"),
receiving a customer database containing a plurality of customer record entries; and
assigning a unique customer identifier ("UCID") for each of the customer record entries; and
creating a conversion table providing a mapping for each UCID to one and only corresponding UUID, wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer and the UUIDs are not distributed ~~maintained without disclosure~~ to the customer.

37. (Original) The method of Claim 36, wherein
each UUID is stable over a period of time;
each UCID is stable over another period of time.

38. (Original) The method of Claim 36, wherein a portion of the customer database is updated using the UUID's, UCID's and the conversion table.

39. (Currently Amended) A method for managing information relating to event generating entities, comprising:

receiving raw data generated by the entities;
processing the raw data and generating processed record entries, each record entry being associated with a unique universe identifier ("UUID");
receiving at least one unique customer identifier ("UCID"), wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer; and
updating a portion of the customer database using a conversion table providing a mapping of the at least one UCID to a corresponding UUID.

40. (Original) The method of Claim 39, wherein
each UUID is stable over a period of time;
each UCID is stable over another period of time.

41. (Original) The method of Claim 39, wherein the received UCID is changed with a new UCID and the conversion table provides a mapping between the new UCID and a UUID.

42. (Currently Amended) A method for managing information relating to an event generating entity, comprising:
receiving raw data generated by the entity;
processing the raw data and generating at least one data file being accessible by a unique universe identifier ("UUID");
finding a corresponding unique universe customer identifier ("UCID") using a conversion table, wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer;
transferring the at least one data file to update a record entry being associated with the UCID.

43. (Original) The method of Claim 42, wherein the action of transferring the at least one data file occurs after determining the state of an attribute associated with the at least one data file.

44. (Original) The method of Claim 42, wherein the UUID is stable over a period of time and the UCID is stable over another period of time.

45. (Currently Amended) A computerized processing system for managing information relating to an event generating entity, comprising:
a record entry comprising a plurality of data inputs, the record entry being associated with a unique universe identifier ("UUID");
a customer record entry comprising a plurality of customer data inputs, the customer record entry being associated with a unique customer identifier ("UCID"),

wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer;
a conversion table providing a mapping between the UUID and UCID; and
updating a portion of the customer record entry using the UUID, UCID and conversion table.

46. (Original) The system of Claim 45, wherein the UUID is stable over a period of time and the UCID is stable over another period of time.

47. (Original) The system of Claim 45, wherein each of the plurality of customer data inputs is associated with an attribute and the action of updating a portion of the customer record entry occurs in response to determining the state of the attribute associated with at least one of the plurality of customer data inputs.

48. (Currently Amended) A method for updating a plurality of customer files, each customer file having a plurality of record entries, comprising:

receiving raw data corresponding to at least one event generating entity;
processing the raw data and generating at least one processed record entry;
storing a plurality of processed record entries in a universe database; each record entry being associated with a unique universe identifier ("UUID");

comparing the content of each of the plurality of customer files with the content of the universe database;

generating a matched customer file and a non-matched customer file for each of the plurality of customer files;

assigning a set of unique customer identifiers ("UCID's") for each customer file, each UCID within the set being associated with each record entry contained in the matched customer file and the non-matched customer file corresponding to the set of UCID's, wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer while the UUIDs are not distributed ~~maintained without disclosure~~ to the customer;

associating each UCID with a corresponding UUID via a conversion table;
and

updating a portion of at least one record entry in at least one matched customer file with information contained in the processed record entry associated with the UUID corresponding to the UCID associated with the at least one record entry.

49. (Original) The method of Claim 48, wherein each UUID is stable over a period of time; and each UCID is stable over another period of time.

50. (Original) The method of Claim 48, wherein a UCID is assigned to every record entry contained in each of the plurality of customer files regardless of whether a record entry corresponds to an existing economic entity.

51. (Original) The method of Claim 48, wherein the action of associating each UCID with a corresponding UUID comprises:

generating a conversion table for each of the plurality of customer files, each conversion file providing a mapping between the set of UCID's assigned to the corresponding customer files with a set of the UUID's contained in the universe database.

52. (Original) The method of Claim 48, wherein the action of updating a portion of at least one record entry is accomplished using a batch mode.

53. (Original) The method of Claim 48, wherein the action of updating at least a portion of at least one record entry is accomplished in near real-time via the Internet.

REMARKS

I. INTRODUCTION

In response to the non-final Office Action mailed September 6, 2006, the Assignee submits the enclosed amendments and remarks.

By the present amendment, claims 1, 9, 18, 28, 33, 36, 39, 42, 45, and 48 have been amended. Claims 1, 9, 18, 39, 42, and 45 have been amended to recite, "wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer." Claims 28, 33, 36, and 48 have been amended to recite, "wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer and the UUIDs are not distributed ~~maintained without disclosure~~ to the customer." Examples for support for the amendment may be found in the specification on page 4, lines 15-24, page 8, lines 19-32, and page 9, line 24 – page 10, line 3.

Claim 1 has also been amended to recite, "assigning a unique customer number ("UCID") for each record entry contained in the matched customer file and the non-matched customer file." (Underlining supplied). Claim 48 has also been amended to recite "assigning a set of unique customer identifiers ("UCID's") for each customer file, each UCID within the set being associated with each record entry contained in the matched customer file and the non-matched customer file corresponding to the set of UCID's." (Underlining supplied). An example of support for the amendment may be found in the specification on page 8, lines 19-20.

The specification has been amended on pages 2 and 7 to correct grammatical errors. The specification has also been amended on page 5 to correctly identify FIG. 4a in the "Brief Description of the Drawings" section. The specification has also been amended on page 5 to include a brief description of FIG. 4b in the "Brief Description of the Drawings" section, support for which may be found in the specification on page 10, lines 23-24. The specification has been amended on page 10 to correct a grammatical error and to correctly identify FIG. 4a and FIG. 4b in the "Detailed Description" section.

FIG. 4 has been amended to delete "Figure 4" and add "Figure 4a" and "Figure 4b." Support for the amendment may be found in the amended specification on page 10, line 11 to page 11, line 5.

After entry of the present amendment and response, claims 1-53 remain pending in the present application. No new matter has been added. The present amendment and response is believed to traverse all of the Office Action rejections for at least the reasons presented in the remarks below.

II. OBJECTION TO DRAWINGS UNDER 37 CFR § 1.84 (h)

The Office Action objected to the drawings under 37 CFR § 1.84(h). Specifically, the Office Action stated Figure 4 contains partial views. Figure 4 has been amended by the present response to delete "Figure 4" and add labels "Figure 4a" and "Figure 4b" associated with the embodiments illustrated. Accordingly, the Attorney for the Assignee submits that the amended drawings do not contain partial views and requests reconsideration and withdrawal of the objection.

III. OBJECTION TO DRAWINGS UNDER 37 CFR § 1.83(a)

The Office Action objected to the drawings under 37 CFR § 1.83(a) as failing to show logical flow details as described in the specification. The Office Action further cited MPEP § 608.02(d) and stated that “any structural detail that is essential for a proper understanding of the disclosed invention should be shown in the drawing.” (Office Action, pg. 3). The objection is respectfully traversed for the reasons set forth below.

37 CFR § 1.83(a) and MPEP § 608.02(d) state, “[t]he drawing in a nonprovisional application must show every feature of the invention specified in the claims. However, conventional features disclosed in the description and claims, where their detailed illustration is not essential for a proper understanding of the invention, should be illustrated in the drawing in the form of a graphical drawing symbol or a labeled representation (*e.g.*, a labeled rectangular box).” (Emphasis supplied). Accordingly, the Attorney for the Assignee submits that failing to show logical flow details as described in the specification is not a proper basis for objection under 37 CFR § 1.83(a) or MPEP § 608.02(d). (Emphasis supplied). In addition, the Attorney for the Assignee submits that the drawings illustrate embodiments described in the “Detailed Description” section of the specification. Reconsideration and withdrawal of the objection is respectfully requested.

IV. REJECTION OF CLAIMS 1-8 AND 48-53 UNDER 35 U.S.C. § 101

The Office Action rejected claims 1-8 and 48-53 under 35 U.S.C. 101 as being directed to non-statutory subject-matter. Specifically, the Office Action stated that “the claim recites a step for generating a ‘non-matched customer file,’ but does not present a

link in terms of updating a customer file” and that “[t]he claim recites assigning a UCID in ‘the customer file’ but does not specify which customer file ... is assigned the UCID.” (Office Action pg. 5). Claim 1 has been amended to recite “assigning a unique customer number (“UCID”) for each record entry contained in the matched customer file and the non-matched customer file.” (Underlining supplied). Claim 48 has been amended to recite “assigning a set of unique customer identifiers (“UCID’s”) for each customer file, each UCID within the set being associated with each record entry contained in the matched customer file and the non-matched customer file corresponding to the set of UCID’s.” (Underlining supplied). Claims 2-8 and 49-53 are ultimately dependent on claim 1 or 48. Accordingly, the Attorney for the Assignee submits that claims 1-8 and 48-53 are directed to statutory subject matter and respectfully requests reconsideration and withdrawal of the rejection.

V. REJECTION OF CLAIMS 1-53 UNDER 35 U.S.C. § 112, 1st PARAGRAPH

The Office Action rejected claims 1-53 under 35 U.S.C. § 112, 1st paragraph as failing to comply with the written description requirement. Specifically, the Office Action stated that “the specification does not appear to described the limitation of a ‘UUID is maintained without disclosure to the customer.’” (Office Action, pg. 5). For at least the reasons below, the rejection is respectfully traversed.

Claims 1, 9, 18, 39, 42, and 45 have been amended to recite, “wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer.” Claims 28, 33, 36, and

48 have been amended to recite, “wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer and the UUIDs are not distributed ~~maintained without disclosure~~ to the customer.” The Attorney for the Assignee submits that amended claims 1, 9, 18, 28, 33, 36, 39, 42, 45, and 48 are described in the specification.

Furthermore, “[a] description as filed is presumed to be adequate, unless or until sufficient evidence or reasoning to the contrary has been presented by the examiner to rebut the presumption. See, e.g., *In re Marzocchi*, 439 F.2d 220, 224, 169 USPQ 367, 370 (CCPA 1971). The examiner, therefore, must have a reasonable basis to challenge the adequacy of the written description. The examiner has the initial burden of presenting by a preponderance of evidence why a person skilled in the art would not recognize in an applicant's disclosure a description of the invention defined by the claims. *Wertheim*, 541 F.2d at 263, 191 USPQ at 97.” (MPEP § 2163.04). The Attorney for the Assignee respectfully submits that the Office Action has failed its initial burden of presenting, by a preponderance of evidence, why a person skilled in the art would not recognize in an applicant's disclosure a description of the invention defined by the claims.

The Attorney for the Assignee respectfully submits that the recitation of “UUID is not distributed to the customer” is described in the specification. For example, on page 4, lines 15-24, the specification states, “[t]he use of two sets of unique identifiers [UCID and UUID] provides a way to decouple the information buyer's customer file and the information supplier's universe file. This decoupling provides several advantages. Among

them are that it prevents inadvertent contamination of information between the customer database and the universe database. The universe database includes highly sensitive information, such as credit information and other regulated information. The decoupling provides a ways to prudently control highly sensitive information. In addition, the decoupling provides a way to protect against information theft. The decoupling also reduces the chance that one buyer will accidentally obtain access to another buyer's information."

On page 8, lines 19-32, the specification states, "[t]he supplier assigns a UCID to each record entry in MCF, as well as each record entry in NMCF 214. Those skilled in the art will understand that the assignment of the UCID's to the record entries in the CF or files derived therefrom may occur at any time after the CF 204 is delivered to the supplier and preferably before the supplier delivers an updated customer file ("UCF") to the buyer 202. Those skilled in the art will also understand that the MCF 212 and NMCF 214 need not be combined before being delivered to the buyer 202 since the CF 204 may be stored in various formats as long as a UCID can be used for all related data identified as a single record entry. After assigning a set of UCID's, the supplier creates a conversion table or other desired mapping, linking, associating, or correlating (hereinafter, "associating") functionality to associate the UUID's and UCID's (hereinafter, "CT" or "conversion table") 218. The CT 218 can be used in subsequent transfers of information from the supplier 206 to the buyer 202. The supplier 206 delivers an updated customer file ("UCF") 216 to the buyer 202 via any viable communicational links."

On page 9, line 24 – page 10, line 3, the specification states, “[t]he use of two sets of unique identifiers, i.e., the UUID's for the record entries in the UF and the UCID's for the record entries in a CF provides several advantages. First, it provides a decoupling function that helps to protect security and integrity of different sets of databases. It provides safeguards against inadvertent dilution and contamination of data between the UF and a CF. In addition, the UF contains highly sensitive data, such as credit information and information subject to various federal or local laws. The use of different sets of identifiers for the UF and CF provides a way to control and prudently manage sensitive and/or regulated information. The UCID's cannot be used to ascertain credit or regulated information. Furthermore, an information thief cannot use a set of the UCID's to back trace the source of information. In this sense, the CT acts as a filter or a gateway to isolate the outside world from the UF, unlike the persistent key approach mentioned above.”

The above merely provides examples of support for a “UUID is not distributed to the customer” in the specification and other examples may exist in the specification as filed. (*See e.g.*, Figures 1-4). Furthermore, “[t]he subject matter of the claim need not be described literally (i.e., using the same terms or *in haec verba*) in order for the disclosure to satisfy the description requirement. (MPEP § 2163.02).

Claims 2-8, 10-17, 19-27, 29-32, 34-35, 37-38, 40-41, 43-44, 46-47, and 49-53 are ultimately dependent on claim 1, 9, 18, 28, 33, 36, 39, 42, 45, or 48, for which arguments for allowance are provided above. Accordingly, the Attorney for the Assignee submits

that claims 1-53 comply with the written description requirement under 35 U.S.C. § 112, 1st paragraph and respectfully requests reconsideration and withdrawal of the rejection.

VI. REJECTION OF CLAIMS 1-53 UNDER 35 U.S.C. §112, 2nd PARAGRAPH

The Office Action rejected claims 1-53 under 35 U.S.C. §112, 2nd paragraph as being indefinite for failing to point out and distinctly claim the invention. Specifically, the Office Action stated the limitation “the UUID is maintained without disclosure to the customer” is not clear and “[t]he term without disclosure is not clear and does not appear to be described in the specification.” (Office Action, pg. 6). For at least the reasons set forth below, the rejection is respectfully traversed.

Claims 1, 9, 18, 39, 42, and 45 have been amended to recite, “wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer.” Claims 28, 33, 36, and 48 have been amended to recite, “wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer and the UUIDs are not distributed ~~maintained without disclosure~~ to the customer.” The Attorney for the Assignee respectfully submits that amended claims 1, 9, 18, 28, 33, 36, 39, 42, 45, and 48 are clear and described in the specification.

In addition, “[a]ny claim containing a negative limitation which does not have basis in the original disclosure should be rejected under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement. Note that a lack of literal basis in the specification for a negative limitation may not be sufficient to establish a *prima*

facie case for lack of descriptive support. *Ex parte Parks*, 30 USPQ2d 1234, 1236 (Bd. Pat. App. & Inter. 1993). (Emphasis Supplied, MPEP § 2173.05(i)). The Attorney for the Assignee submits that the rejection of claims 1-53 under 35 U.S.C. § 112, 2nd paragraph was in error. The proper rejection should be under 35 U.S.C. § 112, 1st paragraph, arguments for which are provided in Section V of the present response.

Claims 2-8, 10-17, 19-27, 29-32, 34-35, 37-38, 40-41, 43-44, 46-47, and 49-53 are ultimately dependent on claim 1, 9, 18, 28, 33, 36, 39, 42, 45, or 48, for which arguments for allowance are provided above. Accordingly, the Attorney for the Assignee submits that claims 1-53 particularly point out and distinctly claim the subject matter of the invention and respectfully requests reconsideration and withdrawal of the rejection.

VII. REJECTION OF CLAIMS 1-53 UNDER 35 U.S.C. § 103

The Office Action rejected claims 1-16, 18-26, 28-31 and 33-53 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent no. 6,073,140 to *Charles D. Morgan* (hereinafter "*Morgan*-‘140”) in view of U.S. Patent No. 6,766,327 to *Charles D. Morgan, Jr.* (hereinafter "*Morgan*-‘327”). For at least the reasons provided below, this rejection is respectfully traversed. The Office Action did not reject claims 17, 27, and 32 as obvious and, accordingly, the Attorney for the Assignee does not address these claims in this section.

The Office Action stated *Morgan*-‘140 disclosed all the claimed subject matter in claims 1, 3, 6, 9, 11, 18-19, 28, 30, 33, 36, 38-39, 42, 45, 48, and 50-51 except “wherein the UCID is different from the UUID, and the UCID is capable of being distributed to a

single customer and the UUID is capable of being maintained without disclosure to the customer.” The Office Action stated *Morgan*-‘327 disclosed these elements.

Morgan-‘327 was filed August 12, 2002 as a continuation-in-part of U.S. Patent No. 6,523,041 to *Morgan*, filed on December 21, 1999 as a continuation-in-part of *Morgan*-‘140. The present application was filed on November 19, 2001. Even assuming *Morgan*-‘327 discloses “wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and a UUID that is maintained without disclosure to the customer,” which the Attorney for the Assignee is not conceding, the present application was filed before *Morgan*-‘327. Furthermore, neither *Morgan*-‘140 nor U.S. Patent No. 6,523,041 to *Morgan* disclose a UCID that is different from a UUID and that the UCID is distributed to a single customer and a UUID that is not distributed to the customer or UUID’s that are not distributed to the customer, as recited in amended claims 1, 9, 18, 28, 33, 36, 39, 42, 45, and 48. Accordingly, *Morgan*-‘327 is unavailable as prior art since the present application was filed before the filing date of *Morgan*-‘327 and neither *Morgan*-‘140 nor U.S. Patent No. 6,523,041 to *Morgan* disclose a UCID that is different from a UUID and that the UCID is distributed to a single customer and a UUID that is not distributed to the customer.

Furthermore, the Office Action has failed to establish a *prima facie* case for obviousness since there is no motivation to include a UCID that is different from a UUID or a UUID that is not distributed to the customer in *Morgan*-‘140. Even assumming that the UUID is similar to persistent keys for records in the vendor’s database and the UCID

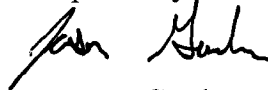
is similar to the persistent keys for records in the data customer's database, as stated by the Office Action on page 8, which the Attorney for the Assignee is not conceding, *Morgan-'140* requires the presistent keys in the vendor database and customer database identifying the same data structure to match. (See *Morgan-'140*, col. 3, lines 57-61). In addition, *Morgan-'140* states that, "[a] fundamental requiriment of the disclosed invention is that each persistent key must be unique across the entire central database." (*Morgan-'140*, col. 4, lines 8-10). Accordingly, *Morgan-'140* teaches away from persistent keys in the vendor's database and persistent keys in the customer's database that are different since the persistent keys must match. *Morgan-'140* also teaches away from a persistent key in the vendor's database that is not distributed to the customer since the persistent keys are matched. Even assuming a UUID is similar to a persistent key in the vendor's database and a UCID is similar to a persistent key in a customer's database, *Morgan-'140* teaches away from a UCID that is different from a UUID and a UUID that is not distributed to the customer.

Accordingly, *Morgan-'140*, fails to disclose or suggest each element of independent claims 1, 9, 18, 28, 33, 36, 39, 42, 45, and 48. Since claims 2-8, 10-16, 19-26, 29-31, 34-35, 37-38, 40-41, 43-44, 46-47, and 49-53 are ultimately dependent on claim 1, 9, 18, 28, 33, 36, 39, 42, 45, or 48, *Morgan-'140* fails to disclose or suggest these claims as well. Allowance of claims 1-16, 18-26, 28-31, and 33-53 is respectfully requested.

CONCLUSION

Claims 1-53 are pending in the application. The Office Action rejections have been traversed by the present response. Claims 1-53 are believed to now be in condition for allowance. The Examiner is invited and encouraged to contact the undersigned attorney of record at (404) 745-2520 if such contact will facilitate a Notice of Allowance for claims 1-53. If any additional fees are due, the Commissioner is hereby authorized to charge any deficiency, or credit any overpayment, to Deposit Account No. 11-0855.

Respectfully submitted,



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DATE: **DECEMBER 6, 2006**

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Replacement Sheet

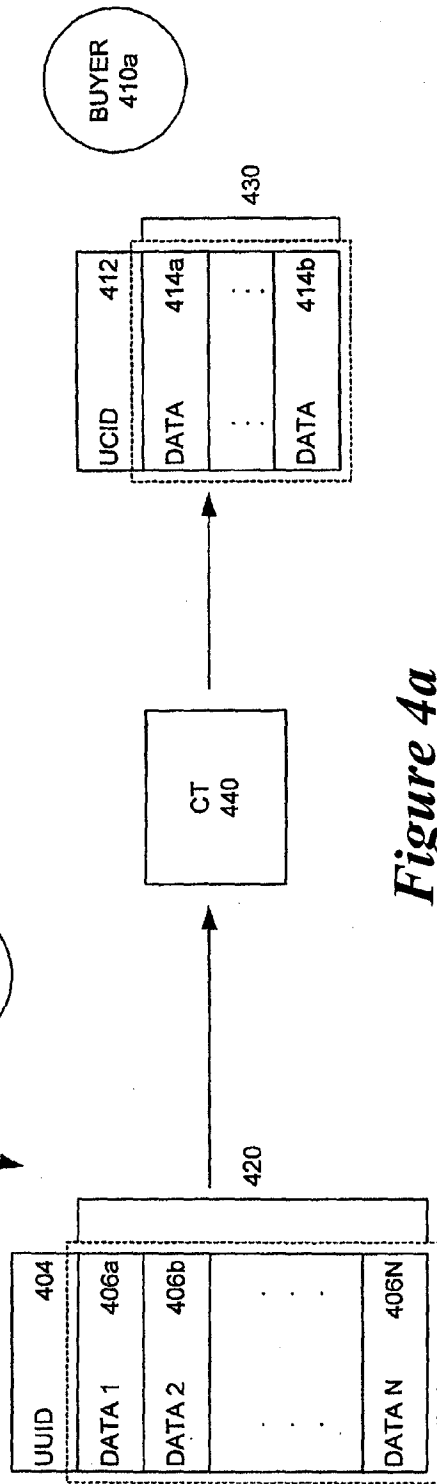


Figure 4a

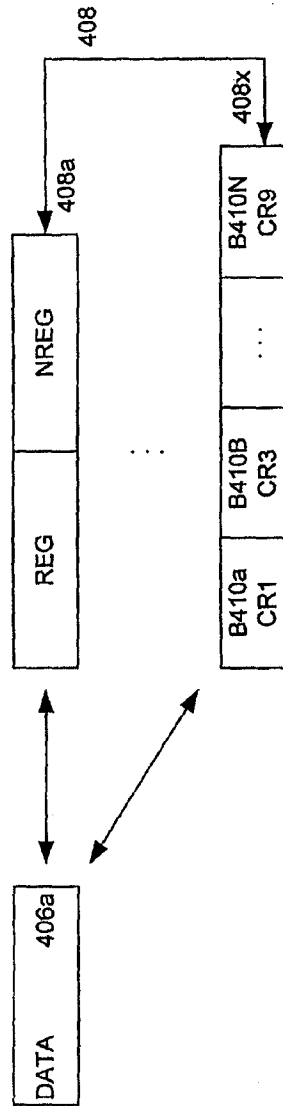


Figure 4b